

Full Competition Rules

The 2019 ThisWayToCPA Video Competition (“Competition”) Official Rules

NO PURCHASE NECESSARY TO PARTICIPATE OR RECEIVE AWARD. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF RECEIVING AN AWARD.

Application/registration for this Competition may only be made in or from the 50 United States, the District of Columbia, Puerto Rico, Guam, Northern Mariana Islands, American Samoa and/or the U.S. Virgin Islands (collectively, the “Eligible Jurisdictions”) and entries originating from any other jurisdiction are not eligible for application/registration. This Competition is governed exclusively by the laws of the United States. You are not authorized to participate in the Competition if you are not a permanent legal resident of an Eligible Jurisdiction. You must: be at least eighteen (18) years old, be enrolled as a part or full-time undergraduate or graduate student at a community college or four-year college or university within an Eligible Jurisdiction, and be a current AICPA Student Affiliate Member (www.ThisWayToCPA.com/aicpa-student-membership/) as of date of entry to be eligible to enter.

- 1. How to Register and Enter.** During the Competition Submission Period (defined below), a participant can register for the Competition by following the online directions at www.ThisWayToCPA.com/Competition/ (the “Website”) to provide the required information and accept the Official Rules. To enter, the participant must complete the entry form on the Website to submit their video and required information, which shall include first and last name, date of birth, status (community college student, undergraduate student, graduate student), expected graduation date (month and year), permanent address, including: street address, city, state and zip code, email address, school name, telephone number, and scanned copy of the signed Multimedia Release Form or, if applicable, the Parental Consent and Multimedia Release Form (see section 3, “Eligibility”), as well as other information requested on the Website, and accept these Official Rules and Sponsor’s privacy policy (www.ThisWayToCPA.com/about-us/privacy-policy/) before the participant may submit an entry. All entry information and submissions shall be collectively referred to herein as the “Submissions” or each as a “Submission.” All Submissions must be made in English. The participant must be an AICPA Student Affiliate member of the AICPA (www.ThisWayToCPA.com/aicpa-student-membership/) before submitting an entry. The entry must include a self-recorded video of **ONLY** the participant answering the prompt, “Why are you becoming a CPA?”. **No other person may appear in, or have their voice included in the video submission.** As determined by the Sponsor, in its sole discretion, videos must also meet the following requirements:
 - Be in English;
 - Be no larger than 1 GB in file size;
 - Be no longer than two (2) minutes in length;

- Be submitted in the .mov or .mp4 file format;
- Not include the likeness of any individual other than the person entering the competition; no other person may appear in the video nor may any other persons' image, likeness or voice be included in the video;
- Not contain any obscene or offensive language or content including without limitation, depicting or mentioning sex, drugs, alcohol, and/or inappropriate language;
- Not advertise or promote any brand (except ThisWayToCPA or AICPA) or product of any kind **(for example, you may NOT wear clothing which displays any logo or image of any kind, including but not limited to, any slogan, name or logo of any product, college, school or university);**
- Not include, copy, display, or otherwise infringe on any material, property or image owned by, belonging to, trademarked by or copyrighted by any other person or third party, including but not limited to; a) any photograph, image, logo, work of art (such as a painting or sculpture), music, and b) any material or image that has been published on, or in, any website, social media channel, television program, movie, book or any other media of any kind;
- Not include any background artwork unless it is an original work created by the participant.

All entry information and video Submissions must be uploaded within the Submission period. **No changes or substitutions will be allowed after the uploading of the video Submissions, and any change or substitution after uploading the video will automatically disqualify the participant.**

Sponsor reserves the right to modify this Competition at its sole discretion in the event an insufficient number of Submissions are received that meet the minimum judging criteria.

By participating, each participant individually warrants and represents the following with respect to their Submission: (a) the participant is the sole and exclusive owner of the Submission; (b) the Submission is the participant's own creation and is 100% original; (c) and that the Submission will not infringe on any rights of any third parties. In addition, by participation, each participant agrees to be bound by the terms set out in these Official Rules.

All participants must have a valid email address. Limit one (1) application/registration/entry/Submission per participant. No automated entry devices and/or programs permitted. **All Submissions and all information contained in the Submissions, including copyright and all other intellectual property rights, become the sole and exclusive property of the Sponsor** and receipt of Submissions, or any part thereof, will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled Submissions, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully-completed Submissions are eligible. Proof of sending a Submission will not be deemed to be proof of receipt by Sponsor.

2. Start/End Dates. The Video Submission Period of the Competition begins at **12:00 p.m. (noon) ET on August 8, 2019**, and ends at **2:59 p.m. ET on September 30, 2019** (“Video Submission Period”). The First Round of Judging begins at **3:00 p.m. ET on October 1, 2019**, and ends at **2:59 p.m. ET on October 15, 2019** (“Finalists Selection Period”). The public vote segment of the Competition begins at **3:00 p.m. ET on November 1, 2019**, and ends at **2:59 p.m. ET on November 15, 2019** (“Public Voting Period”). The final vote segment of the Competition begins at **3:00 p.m. ET on November 15, 2019**, and ends at **2:59 p.m. ET on December 2, 2019** (“Final Voting Period”). The Notification Period of the Competition begins at **3:00 p.m. ET on December 2, 2019**, and ends at **2:59 p.m. ET on December 16, 2019** (“Notification Period”). The computer clock of Sponsor’s webmaster is the official timekeeping device of the Competition.

3. Eligibility. Participation open only to permanent legal residents of the Eligible Jurisdictions who are at least 18 years old, who are enrolled as part or full-time undergraduate or graduate students at a community college or four-year college or university within an Eligible Jurisdiction as of date of entry and who are also current AICPA Student Affiliate Members. **You are not eligible to participate in the Competition if you are not located within an Eligible Jurisdiction.**

A. **Adults;** a) Participants who are 18 years old and whose permanent address is in any US state or territory other than Alabama (AL), Nebraska (NE) or Puerto Rico (PR) AND b) Participants whose permanent address is Alabama (AL) or Nebraska (NE) who are at least 19 years old or whose permanent address is in Puerto Rico (PR) who are at least 21 years old must file the Multimedia Release Form.

B. **Minors;** If your permanent address is in the states of Nebraska (NE) or Alabama (AL), consent of a parent or guardian is required to enter if you are under the age of 19. If your permanent address is in the territory of Puerto Rico (PR), consent of a parent or guardian is required to enter if you are under the age of 21.

If you are under the age of 19 and have a permanent address in NE or AL, or under the age of 21 with a permanent address in PR (a) you are required by Sponsor to secure such consent by your parent or legal guardian via a signed Parental Consent and Multimedia Release Form (you AND your parent or legal guardian must sign the form) in order to participate in the Competition; (b) any cash award attributable to you will be issued in the name of your parent or guardian, (See Section 5 Award); and (c) you AND your parent or legal guardian, must execute any additional forms as required by Sponsor. Sponsor must receive an electronic copy of the executed Parental Consent and Multimedia Release Form at the time of Submission.

The Parental Consent and Multimedia Release Form is available for download from <https://thiswaytocpa.com/collectedmedia/files/parental-consent-and-multimedia-release.pdf>, and the Multimedia Release Form is available for download from <https://thiswaytocpa.com/collectedmedia/files/multimedia-release.pdf>. Follow all instructions for completing the applicable form and return a scanned copy of the applicable form to Sponsor.

If any participant does not provide the Parental Consent/Multimedia Release Form or the Multimedia Release Form, as applicable, the participant will be ineligible to participate in the Competition and the participant will be disqualified.

C. Individuals Associated with Competition Entities are NOT ELIGIBLE: Employees, officers and directors of the Sponsor, Sponsor's partners, dealers, advertising agencies, and any entity which administers this Competition on behalf of Sponsor, including but not limited to WizeHive, Inc., Krobe Interactive, LLC., and Parthenon Software Group, and their parent companies, subsidiaries, affiliates, and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors, (the "Competition Entities") are not eligible to participate.

All federal and state or territory and local laws and regulations of the Eligible Jurisdictions apply.

Void outside of the Eligible Jurisdictions and where prohibited, taxed or restricted by law.

4. Judging/Judging Criteria. Judges reserve the right, in their sole and absolute discretion, to disqualify any Submission that is inappropriate for any reason, including without limitation, for depicting or mentioning sex, violence, drugs, alcohol and/or inappropriate language. Judging panels for the Finalists Selection Period and Final Voting Period will consist of judges with the applicable skill and expertise in accounting, topic area and/or with the participant age group.

Finalists Selection Period: The Judges will evaluate each Submission based on two tiers of criteria. Tier One is a determination as to whether the video follows the requirements set forth in these rules. Tier One will eliminate any videos that do not adhere to the requirements as set out in these rules. Tier Two is comprised of three (3) sections related to quality: Content, Memorable/Creative, and Production (see Appendix A for complete Judging Criteria). From the Finalists Selection Period, twenty-five (25) submissions, subject to verification and compliance with these Official Rules, will advance to the Public Voting Period. In the event of a tie, such tie will be broken in favor of the Submission with the highest content quality score (followed by memorability/creativity, and production quality, as and if necessary) determined by the judging panel. In the event that there is still a tie, a Judge who was not a part of the Finalists Selection panel will be selected and score the tied Submissions based on these rules and the criteria in Appendix A to break any tie.

Judges in the Finalists Selection panel will not participate in the Public Voting Period nor the Final Voting Period. If fewer than twenty-five (25) eligible submissions are received, the eligible submissions will move to the public voting period as finalists. If five (5) or fewer eligible submissions are received, all the eligible submissions will receive the USD 500 prize, and the competition will end.

Public Voting Period: Sponsor will post the twenty-five (25) Finalists Video Submissions along with identifying information about finalists to include first name, last name, college or university name and its location to the Website at the beginning of the Public Voting Period. Anyone over the age of 13 may vote by taking a Formstack survey which will be linked on the Website during the Public Vote Period. The vote must be based on which Video Submission such voter believes scores highest according to the

Judging Criteria (see Appendix B). Participants are also eligible to vote during the Public Voting Period. The total number of votes for each of the twenty-five (25) Finalist Videos will be factored into the final voting period score.

Final Voting Period: A judging panel composed of individuals with the applicable skill and expertise in accounting, topic area and/or with the participant age group and who did not participate in the judging during the Finalists Selection Period or Public Voting will perform a final evaluation of the twenty-five (25) finalist submissions based on the Judging Criteria (see Appendix C). The five (5) participants whose Submissions receive the highest scores overall during the final voting period, will be subject to verification and compliance with these Official Rules by the Judging Panel. If they pass verification, they will be deemed "Winners." In the event of a tie, such tie will be broken in favor of the Submission with the highest content quality score (followed by memorability/creativity, and production quality, as and if necessary) determined by the judging panel. In the event that there is still a tie, a Judge who was not a part of the Finalists Selection panel or the Final Voting panel will be selected and score the tied Submissions based on these rules and the criteria set out in Appendix C.

Participants agree and acknowledge that their Video Submission shall be publicly available on the Website and grant Sponsor and its designees all rights to such Submissions as set out in the Multimedia Release Form and/or Parental Consent and Multimedia Release Form and as set out in these rules.

No participant may alter their submission after it has been uploaded. Any participant who attempts to, or does, alter their submission after it is uploaded will be disqualified.

DECISIONS OF THE JUDGES ARE FINAL AND BINDING ON ALL MATTERS RELATING TO EACH SELECTION AND JUDGING PERIOD AND ARE NOT SUBJECT TO APPEAL OR DISPUTE. BY PARTICIPATING, YOU AGREE TO BE BOUND BY THE DECISIONS OF THE JUDGES AND SELECTION OF THE WINNERS BY THE SPONSOR, WHICH SHALL BE FINAL AND BINDING IN ALL RESPECTS.

5. Award. Each winner will be awarded Five Hundred Dollars (USD 500). Sponsor reserves the right to substitute an award of equal or greater value. All taxes and otherwise unspecified expenses are the responsibility of each recipient. If any participant does not fulfill the obligations set forth in the Official Rules, the participant will be disqualified and will not be eligible to receive an award. Award recipients must be verified, and all required documentation must be received from each participant and, if applicable, the parent/guardian, before any award will be distributed. Each winner, or if applicable, the parent/guardian, will be provided with a W-9 to be completed before the award will be distributed. Completed, scanned W-9 forms must be emailed and received by Anna Monroe at thiswaytocpa@aicpa.org, prior to the end of Notification Period, which is **2:59 p.m. ET on December 16, 2019**. Awards will be made in the form of a check. Awards are non-transferrable, no substitutions or cash redemptions. Award recipients will not receive the difference between actual and appropriate retail value.

6. Notification. The winners will be notified by email on or about December 2, 2019, and will be required to sign, scan, and return an Affidavit of Eligibility and W-9 form. The original, signed copies of the affidavits and W-9 forms must be scanned and emailed to Anna Monroe at thiswaytocpa@aicpa.org

and received no later than **December 16, 2019 at 2:59 p.m. ET** in order for each winner to remain eligible in the Competition. If any winner cannot be contacted by Sponsor within five (5) calendar days of first notification attempt, or in the event of noncompliance with these Official Rules and requirements, such position will be forfeited and may be awarded to the Submission with the next highest score, as applicable, at Sponsor's sole discretion. If any award recipient cannot be contacted as set out in Section 6 of these Official Rules, or if any award or award notification is returned undeliverable, or if any award recipient rejects his/her award, such award will be forfeited. Upon such position or award forfeiture, no compensation will be given.

7. Conditions. Sponsor shall not be liable or responsible in the event any Submission is not used for any reason. Submissions may be cut, edited, reformatted, rearranged, combined with other materials and/or otherwise modified by Sponsor, in Sponsor's sole and absolute discretion. Any and all federal, state, territory, and local taxes are the sole responsibility of the applicable award recipients. Participation in Competition by submitting the applicable Submission(s) constitutes each participant's permission for Sponsor and Competition Entities to use his/her name, address (city and state or territory), likeness, photograph, picture, portrait, video, voice, biographical information, Submission(s) and/or any statements made by each recipient regarding the Competition or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, all participants and award recipients agree to release and hold harmless Sponsor, the Competition Entities and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, or participation in Competition, or possession, acceptance and/or use or misuse of award or participation in any Competition-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action (including any claim related to "moral rights"). Participants who do not comply with these Official Rules or attempt to interfere with this Competition in any way shall be disqualified.

8. Additional Terms. Any attempted form of entry other than as set forth herein these Official Rules is prohibited; no automatic, programmed, robotic or similar means of participation are permitted. The Competition Entities are not responsible for technical, hardware, software, smartphone, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet, or ISP availability, unauthorized human intervention, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to participate in the Competition, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Competition or downloading any materials in this Competition. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Competition should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Competition. In such case, Sponsor may select the winners from all eligible entries received prior

to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the participation process or the operation of the Competition or Website. Sponsor may prohibit participant from participating in the Competition or receiving an award if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Competition by cheating, hacking, deception, or other unfair practices (including the use of automated programs) or intending to annoy, abuse, threaten or harass any other participants or Sponsor representatives. CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE; THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Limitation of Liability; Disclaimer of Warranties. IN NO EVENT WILL THE COMPETITION ENTITIES AND/OR THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS AND DIRECTORS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SERVICE AND/OR THE COMPETITION, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE COMPETITION. IN NO EVENT SHALL THE COMPETITION ENTITIES' TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, OR CAUSES OF ACTION EXCEED \$1. WITHOUT LIMITING THE FOREGOING, THIS COMPETITION AND ALL AWARDS ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. Disputes; Governing Law. The participant waives all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Competition. Any controversy or claim arising out of or relating to these Official Rules and/or the Competition shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of North Carolina, City of Durham. THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NORTH CAROLINA WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the participation of any judgment on an arbitration award in connection with these Official Rules and/or the Competition, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of Durham in the State of North Carolina. Participants agree not to raise the defense of forum nonconveniens.

11. Severability. If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

12. Use of Data. Sponsor will be collecting personal data about participants online, as authorized in these rules, and in accordance with its privacy policy. Please review the Sponsor's privacy policy at <https://www.aicpa.org/privacyandterms/privacy.html>. By participating in the Competition, participants hereby agree to Sponsor's collection and usage and release of their personal information as described in Sponsor's privacy policy and as authorized in these rules and acknowledge that they have read and accepted Sponsor's privacy policy.

13. List of Award Recipients. To obtain a list of award recipients, send a self-addressed, stamped envelope by December 31, 2019, to: Anna Monroe, 2019 ThisWayToCPA Video Competition Award Recipient List, 220 Leigh Farm Road, Durham, NC 27707-8110.

14. Sponsor. AICPA: 220 Leigh Farm Road, Durham, NC 27707-8110.

Appendix

A

Judging Criteria for Finalists Selection Period. The criteria will be judged in two tiers:

1. **Tier One:** will evaluate whether the Submission conforms in all respects to the requirements set forth in these rules. If the Submission does not conform with the requirements set forth in these rules, then it will not move forward to Tier Two.
2. **Tier Two:** will evaluate quality of Submission, using three criteria:

(a) Content (50%)

The criteria listed below will be considered by the Judges when making a scoring decision:

- How well does the video convey why the participant wants to become a CPA, for example, are the reasons they want to become a CPA set out in a logical, clear, and coherent fashion;
- The degree to which the participant demonstrates an understanding of the profession, for example, CPA is the acronym for Certified Public Accountant;
- The degree to which the participant demonstrates a sincere interest and passion about the CPA profession from their perspective vividly and uniquely.

(b) Memorable/Creative (30%)

The criteria listed below will be considered by the Judges when making a scoring decision:

- The degree to which the video is consistently engaging, entertaining, and retains the viewer's attention;
- The degree to which the video evokes positive feelings in the viewer about the participant's story;
- The degree of novelty and originality demonstrated in the presentation.

(c) Production (20%)

The criteria listed below will be considered by the Judges when making a scoring decision:

- The technical quality of the video and the degree to which aspects such as lighting, editing and overall production related to the video contribute to, and enhances, the message in the presentation;
- The technical quality of the audio, for example, the degree to which the audio/sound is clear and balanced and how well the audio component of the Submission contributes to and enhances the message presented;
- The degree to which the background adds appeal and contributes to, and enhances, the message in the presentation.

B

Judging Criteria for Public Voting Period.

(a) Content (50%)

The criteria listed below will be considered by the Public when making a scoring decision:

- How well does the video convey why the participant wants to become a CPA, for example, are the reasons they want to become a CPA set out in a logical, clear, and coherent fashion;
- The degree to which the participant demonstrates an understanding of the profession, for example, CPA is the acronym for Certified Public Accountant;
- The degree to which the participant demonstrates a sincere interest and passion about the CPA profession from their perspective vividly and uniquely.

(b) Memorable/Creative (30%)

The criteria listed below will be considered by the Public when making a scoring decision:

- The degree to which the video is consistently engaging, entertaining, and retains the viewer's attention;
- The degree to which the video evokes positive feelings in the viewer about the participant's story;
- The degree of novelty and originality demonstrated in the presentation

(c) Production (20%)

The criteria listed below will be considered the Public when making a scoring decision:

- The technical quality of the video and the degree to which aspects such as lighting, editing and overall production related to the video contribute to, and enhances, the message in the presentation;
- The technical quality of the audio, for example, the degree to which the audio/sound is clear and balanced and how well the audio component of the Submission contributes to and enhances the message presented;
- The degree to which the background adds appeal and contributes to and enhances the message in the presentation.

C

Judging Criteria for Final Voting Period.

(a) Content Quality (30%)

The criteria listed below will be considered by the Judges when making a scoring decision:

- How well does the video convey why the participant wants to become a CPA, for example, are the reasons they want to become a CPA set out in a logical, clear, and coherent fashion;
- The degree to which the participant demonstrates an understanding of the profession, for example, CPA is the acronym for Certified Public Accountant;
- The degree to which the participant demonstrates a sincere interest and passion about the CPA profession from their perspective vividly and uniquely.

(b) Memorable/Creative (30%)

The criteria listed below will be considered by the Judges when making a scoring decision:

- The degree to which the video is consistently engaging, entertaining, and retains the viewer's attention;
- The degree to which the video evokes positive feelings in the viewer about the participant's story;
- The degree of novelty and originality demonstrated in the presentation

(c) Production (20%)

The criteria listed below will be considered by the Judges when making a scoring decision:

- The technical quality of the video and the degree to which aspects such as lighting, editing and overall production related to the video contribute to, and enhances, the message in the presentation;
- The technical quality of the audio, for example, the degree to which the audio/sound is clear and balanced and how well the audio component of the Submission contributes to and enhances the message presented;
- The degree to which the background adds appeal and contributes to and enhances the message in the presentation.

(d) Public Votes (20%)

Judged by the number of total public votes for each Finalists Video Submission collected via Formstack.